References

1).Ahmadf. &Nengroo A. H.(2013).AN ANALYSIS OF HANDLOOM SECTOR OF JAMMU &KASHMIR: A CASE STUDY OF DISTRICT BUDGAM.ijmbs, vol. 3(1),106.

2).AroraS.(2011).UNDERSTANDING E-MARKETING–OPTIMIZATION OF RESOURCES.apjrbm, vol. 2(1),132.

3).Amin W.et al.(2013). DEVELOPMENT POLICIES FOR REDUCING IMBALANCE IN J AND K: A STUDY OF JAMMU AND SRINAGAR DISTRICT.ijdr, vol. 3(8),030-033.

4).Chatterjee P.(2008).PEASENT CULTURES OF THE TWENTY-FIRST CENTURY.Inter-Asia Cultural studies, vol. 9(1)116-126.

5).DebS.(2012). RURAL ENTREPRENEURSHIP, A PERSPECTIVE WITH SPECIAL REFERENCE TO ARUNACHAL PRADESH: AN EMPHIRICALSTUDY.journal of global economy, vol. 8(2),151-166.

6).Deogaonkar S. G.(2007).TRADITIONAL HANDICRAFTS OF THE*GOND*TRIBES OF VIDARBHA, MAHARASHTRA.ijtk,vol.7(1),53-55.

7).Deshmukh P. M.(2013).BUYING BEHAVIOUR OF CONSUMER TOWARD HANDLOOM AND HANDCRAFT WITH SPECIAL REFERENCE TO CIDCO URBAN HAAT PROJECT NAVI MUMBAI.amierj, vol. 2(5),205-214.

8).GatadeD. G.&VhasmaneA. S.(2012).INDUSTRIALATION IN KOLHAPUR DISTRICT OF MAHARASHTRA : A GEOGRAPHICAL STUDY.GRT, vol. 2(8),1-8.

9).GhouseS. M.(2012). INDIAN HANDICRAFT INDUSTRY: PROBLEMS AND STRATEGIES.ijmrr, vol. 2(7),1183-1199.

10).EffatY. &BhatF. A.(2013).AN EVALUATION OF HANDICRAFT SECTOR OF J&K-A CASE STUDY OF DISTRICT BUDGAM.EAR,vol. 1(4)367-381

11).GuptaH. et al.(2012).INTERNET MARKETING: AVENUES AND IMPACT ON BUSINESS,tijcsa, vol. 1(4),71-79.

12).IssacJ&Singh A.(2010).PROMOTIONAL TECHNIQUES TO UPLIFT THE LATENT HANDICRAFTS OF CHHATTISGARH.simar,vol. 2(21),34-35.

13).JebuduraiJ. D.(2013). AN OVERVIEW OF PROBLEMS OF RURAL ENTREPRENEURS IN INDIA.ijarmss, vol. 2(7),202-208.

14).K. Venugopalet al.(2012).EMAIL MARKETING: A PARADIGM SHIFT TO MARKETING.ijarmss, vol. 1(1),101-116.

15).KokatunurR. B.(2014).TRADE AND COMMERCE SYSTEM IN ANCIENT INDIA.isrj, vol. 3(12),1-5.

16).MaskeM. et al.(2011).IMPACT OF NON-TIMBER FOREST PRODUCES (NTFP'S) ON RURAL TRIBES ECONOMY IN GONDIA DISTRICT OF MAHARASHTRA, INDIA. scholars research library,vol. 3(3),109-114.

17).MasoodR. Z.(2011).EMERGENCE OF WOMEN-OWNED BUSINESSES IN INDIA-AN INSIGHT.researchersworld, vol. 2(1),233-243.

18).MishraS. P. et al.(2013).NURTURING LAY-WOMEN AS " FIELD TRAINERS".ijsrp, vol. 3(7),1-7.

19).ModyP. et al.(2013).BAMBOO – A BOON TO IDU COMMUNITY OF ARUNACHAL PRADESH.sajmr, vol. 2(1),19-25.

20).RSarvamangala.(2012).CHALLENGES AND OPPORTUNITIES FOR RURAL COTTAGE AND HANDICRAFT INDUSTRIES IN INDIA.paripex, vol.1(9),9-10.

21).RichardS. V. &JothiS.(2012).A STUDY ON ONLINE MARKETING STRATEGIES USED BY E- ENTREPRENEURS IN INDIA. ijmt, vol. 2(8),111-128.

22).RastogiR. (2007).INDIA:COUNTRYREPORT ONE-COMMERCE INITIATIVES.country presentations, vol. 1(3),133-146.

23).SharmaB. &SezhiyanT.(2013).SOCIO-ECONOMIC CONDITION OF HANDICRAFT WORKERS IN SIKKIM.isrf, vol. 3(10),1-6.

24).Mary S.&SwaminathanA. M.(2012).WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS: ANALYSIS OF COMPARATIVE EXPERIENCES IN MAHARASHTRA AND TAMIL NADU.ijrss, vol. 2(3),99-107.

25).SwaminathanJ. M. &TayurS. R.(2003).MODELS FOR SUPPLY CHAINS IN E-BUSINESS.informs, vol. 49(10),1387-1406.

26).VasanthK. &Jose D.(2013).MARKETING PRACTICES IN SMALL BUSINESS: CONCENTRATION ON COTTAGE INDUSTRY WITH SPECIAL REFERENE TO CHANNAPATTANA.ijarmss, vol. 2(7),68-80.